

Message Text

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PAGE 01 STATE 121051
ORIGIN EUR-12

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P R 120022Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY MOSCOW PRIORITY
INFO AMCONSUL LENINGRAD

UNCLAS STATE 121051

E.O. 11652: N/A

TAGS: SCUL, OEXC, UR

SUBJECT: US IMPRESARIO LEISER'S PLANS

REF: MOSCOW 7895

1. IMPRESARIO JACQUES LEISER PHONED TO INFORM DEPT THAT HE RECEIVED TELEGRAM FROM SOVIET STATE COMMITTEE FOR TELEVISION INDICATING GENERAL AGREEMENT LIVE TELECAST ON PBS OF FINAL CONCERT OF TSCHAIKOWSKY COMPETITION. LEISER SAID COCA COLA IS INTERESTED IN "SPONSORING" SHOW WITH A GRANT TO PBS. CONCERT WILL BE JULY 8, SATURDAY, AT 8 P.M. IN MOSCOW AND 1 P.M. EDT.

2. LEISER PLANS ARRIVE MOSCOW JULY 1 AND HOPES FOR CEREMONIAL CONCLUSION OF PBS DEAL AND OTHER CONTRACTS FOR SOVIET ARTISTS INCLUDING RICHTER AT THAT TIME. HE WOULD LIKE TO SCHEDULE PRESS CONFERENCE JULY 4.

3. LEISER HAS AGAIN REQUESTED EMBASSY ASSISTANCE WITH
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PRESS CONFERENCE. DEPTOFF ADVISED HIM THAT HELP MUST STOP SHORT OF ANY APPEARANCE OF OFFICIAL ENDORSEMENT, BUT AGREED TO CONVEY HIS REQUEST. HE IS WILLING TO PAY FOR HOTEL SPACE, BUT WOULD LIKE REASSURANCE THAT SPACE WILL BE

AVAILABLE. ALSO WOULD APPRECIATE WHATEVER HELP OR ADVICE EMBASSY CAN GIVE FOR CONTACTING US REPORTERS.

4. PLEASE REPLY BY MAY 20 IF POSSIBLE, SINCE LEISER
LEAVES THEN FOR VISIT TO WEST EUROPE.
VANCE

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NNN

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